

Fairtrade SMART Action Plan 2022

Action	Specific	Measurable	Appropriate	Realistic	Time	Who	Status
<i>Outline the action you would like to achieve</i>	<i>Fill in with specific details on the action.</i>	<i>How will you measure this action?</i>	<i>Is this action appropriate?</i>	<i>Have you got the human and/or financial resources</i>	<i>When will this action be completed?</i>	<i>Who holds accountability for this action?</i>	<i>Note down progress towards this action here.</i>
Form a co-ordinating working group	Form a working group for the accreditation with a core team, and others to dip in and out where appropriate	Group to meet at least once a term, and evidence will be in the form of minutes from the group meetings	Mandatory Criteria for award MN001 in Toolkit	Yes	March 2022	KD	The group is fluid but links several people as required
The partnership has a SMART action plan on Fairtrade and has published it	It should include operational considerations such as procurement and catering, campaigning and influencing, engagement and communications and a strong focus on the monitoring and evaluation of all activities.	Evidence will be the plan itself, and making the plan publicly available.	Mandatory Criteria MN002	Yes	March 2022	KD	

The partnership has published a public commitment of intent to support and champion Fairtrade	Formed within the last two years signed by senior management across the organisations and retail and catering outlets.	Signed copy of policy	Mandatory Criteria MN003	Yes	Jan 2022	KD / SL	Complete
Put on a series of events and promotions for Fairtrade Fortnight 2021	Diary of events for FF 2021 to include: Pancake day Fairtrade competition and giveaways	Post-event feedback Social media reach	Mandatory criteria for award - MN004 in toolkit	Yes		KD	
Put on a series of events and promotions for Fairtrade Fortnight 2022	Banana & Choc cake in BARISCA outlets 10% off FT products in shops New product launch – Gusto Drinks	Post-event feedback Social media reach Sales data	Mandatory criteria for award - MN004 in toolkit	Yes		KD	
Devise and deliver a campaign on Fairtrade, Trade Justice or ethical consumption run in partnership with students.	To run in partnership with students Too Good to Go?	Sales of magic bags Photos and evidence of campaign	Mandatory criteria for award - MN005 in toolkit	Yes	Sept 2021	KD / MB	Go Green Week

Stock items in the following categories: <ul style="list-style-type: none"> • Tea / Coffee • Sugar • Hot chocolate / cocoa • Chocolate, confectionary, snacks • Cotton clothing 	Be working to increase ranges in these areas and show growth / evidence of doing this.	<ul style="list-style-type: none"> - Number of lines stocked - Number of items sold Feedback from customers	Part of mandatory criteria MN006	Yes	March 2022		Complete
Ensure all cafes stock Fairtrade soft drinks.	We will specifically focus on Fairtrade apple juice and orange juice.	We will provide sales tracking reports and photographic evidence.	Part of mandatory requirement for award MN007 in toolkit.	Yes	Jan 2022		Complete
Stock a Fairtrade wine or beer, or savoury snacks in the Marketplace Forum	Expand from the usual categories – use the new product lines from Tree of Life	We will provide sales tracking reports, order histories and photographic evidence.	Part of mandatory requirement for award MN007 in toolkit.	Yes	March 2022		Complete
There is up to date and POS material in all relevant outlets, highlighting Fairtrade products and providing information on the benefits of Fairtrade	We will provide booklets and leaflets We will place relevant, up to date posters which are visible to customers	We will provide photographic evidence.	Mandatory requirement for award MN008 in toolkit.	Yes	Jan 2022		Complete
Complete the survey from the NUS about Fairtrade – send to students across the Uni via web links and social media	Pop survey on our website / send via social media channels and also link with the other Universities networking group	We will make the results public by uploading them onto our university website.	Mandatory requirement for award MN009 in toolkit	Yes	Feb 2022		Complete

	Weekly bulletins						
Provide and publicise opportunities students to investigate Fairtrade, Trade Justice, or Ethical Consumption as part of their course work or dissertations	Make opportunities available via website / online links / working with tutors where possible. At least ask for involvement...	evidence of a well-publicised list of opportunities via different channels	MN010 Mandatory criteria	Yes	Feb 2022		On website, and communicated in catered halls focus on Fairtrade
Provide and publish an annual report on the findings and actions of our SMART plan	This could be a formal report, or a more informal display of outcomes, for example a page of outcomes on a website.	All relevant documents and internet links will be provided	MN011	Yes	March 2022		Complete
The union has one or more active policy which supports Fairtrade passed within the last three years, and has published them.	Raising an issue at union council (or equivalent) can be a great way of increasing awareness and galvanising support.	dated policy documents, and a link to where they can be found on the union's websites	LD001 - Leadership and Strategy	Yes	Jan 2022		Complete and uploaded
The University has one or more active policy which supports Fairtrade passed within the last three years, and has published them			LD002		Jan 2022		Complete and uploaded
There is active leadership on Fairtrade, trade justice and ethical consumption issues from one or more senior members of staff or	Visible and active senior-level leadership on an agenda is an excellent way to catalyse progress, create new opportunities and get around barriers. Student leadership for	Evidence should include examples of positive things that have happened as a result of the senior member of staff's	LD 005 Leadership & strategy				

sabbatical officers in the union and institution.	Fairtrade is vital to making meaningful progress on this agenda.	leadership on Fairtrade, trade justice and ethical consumption, and evidence of Fairtrade and ethical trade considerations within a job role if possible					
The partnership has included Fairtrade and ethical consumption in staff and/or student inductions.	Create a page about FT at the Uni for staff inductions	examples of student and staff inductions We will provide photographic evidence of inductions, and any POS material used. We will also provide copies of the information booklets.	CI001 Campaigning & Influencing		March 10 th 2022		Complete & uploaded evidence
Support a student led group to campaign on Fairtrade, ethical consumption or trade justice	Go Green week	evidence of any contact and support in the form of minutes from any meetings held, copies of any email communication, photos of the final campaign or event	Criteria CI002 (5 points)				Complete
Partner with a local school or college and work together on a project or campaign over the year.	Must be a Fairtrade school	Auditors will view evidence of meetings (e.g. email exchange, minutes of meetings)	Criteria CI003 (10 points)				Uploaded evidence Complete

		and evidence of a project or campaign, that involves input from both parties					
Within the last 2 years the partnership has partnered with a local off-campus Fairtrade group, and worked together on at least one project or campaign over the year.	Devon Fairtrade Group – we have provided rooms and refreshments. Consider project – can we help with a Fairtrade town event or community group??	evidence of meetings (e.g. email exchange, minutes of meetings) and evidence of a project or campaign, that involves input from both parties.	Criteria CI004 (10 points)				Complete
Within the last 2 years the partnership has proactively collaborated with another aspiring Fairtrade University or College in achieving Fairtrade status and can demonstrate how their involvement has enabled the attainment of the award.	Working in partnership with another institution and union to form their own group is a great way of spreading your knowledge, experience and passion to help others replicate this locally.	Auditors will view how the partnerships have worked together for mutual benefits	CI006				
Our work and support of Fairtrade has an effective and up to date web presence.	We will ensure there is easy to find, constantly updated content on our Exeter University website state the partnership's commitment to Fairtrade, any plans and policies, where Fairtrade is available on campus, links to the Fairtrade website.	We will provide the links to any relevant websites as evidence.	Criteria CI007 (5 points)	Yes			

The partnership has utilised social media and other communication channels to communicate Fairtrade campaigns widely and successfully	FT campaigns - FF	Auditors will view evidence of communications and evidence of their reach and scope. This could include post likes, shares, video views etc.	CI008	Yes			
In the last 2 years the partnership has proactively shared one or more learning or best practice examples with the wider sector	Can use the Zoom calls with other universities		CI009				
The partnership ensures there is a strong Fairtrade presence at Fresher's Fairs (or equivalent) and/or recruitment days	Fresher's Fairs are a great opportunity for engaging new students. Ideally there would be a stall specifically promoting Fairtrade, staffed by a member of staff or student volunteer. If this is not possible, then having a large Fairtrade presence (e.g. leaflets, samples) at another stall would also meet this criteria.	Barisca at open day events	Criteria CI010 (10 points)	Yes			
Fairtrade, trade justice and ethical procurement considerations are taken into account in checklists or guidance for events. This should include the requirement of all exhibitors that any relevant giveaways (e.g. cotton tote bags, chocolates, biscuits) are	The checklist should cover catering, clothing, packaging and any other considerations relating to Fairtrade, trade justice and ethical procurement for any level of event across the partnership's organisations. guidance documents easily available is a great start.		C1011	Yes			Complete

Fairtrade certified, and that any cotton uniforms are Fairtrade certified.							
The partnership has proactively engaged staff and publicised Fairtrade widely as an alternative to communal tea, coffee, hot chocolate and sugar in staff areas and offices.	Where staff bring in their own tea and coffee, they should be encouraged to bring in Fairtrade (e.g. through staff inductions, memos, posters on cupboards).	Create signs for communal coffee areas recommending FT brands Can also buy our FT brands via Fresh Ideas click and collect	PL001	Yes			
The partnership's catering providers and licenced premises (internal and/or contracted) offer Fairtrade certified products as standard in all the following categories (where stocked): • Fruit • Juice • Tea • Coffee • Sugar • Chocolate • Wine	view the menu or booking system of both university and union catering, and view evidence that the stated products are certified Fairtrade (e.g. photos of products with Fairtrade marks, supplier names)	Photos and fresh ideas booking system Event Exeter menus – do they say Fairtrade?	PL002	Yes			
The partnership has captured Fairtrade sales data for the previous two academic years and reported back to the Fairtrade Foundation.	Get data reports from symphony on FT products sold, and report back to the FT foundation	Evidence of reports and of sending to the foundation	PL003	Yes			Complete
The partnership has included terms in tender documentation that	Hot beverage tender states FT requirements	Evidence of tender document	PL004	Yes			

reference Fairtrade requirements for relevant categories, or states that Fairtrade suppliers will be preferred							
Fairtrade is served as standard in hospitality (e.g. conferences, vacation hotel rooms etc.) across all products which have a Fairtrade option available - tea, coffee, sugar etc.,		Auditors will view hospitality catering information (e.g. menus, purchase orders)	PL006	Yes			
In the last two years, the partnership has engaged with at least one of the following stakeholders to adopt or increase Fairtrade commitments: <ul style="list-style-type: none"> • A relevant purchasing consortium • An existing supplier • An external brand or retailer 		Evidence of emails and pictures	PL007	Yes			
Sales promotions (such as discounts, competitions, loyalty cards etc.) are run on Fairtrade certified products periodically throughout the year, across relevant retail outlets.	Barisca vouchers Barisca loyalty cards Competitions	Evidence of vouchers given out, and loyalty cards	PL010	Yes			
The partnership can demonstrate an increase in	Tree of Life	Symphony reporting	PL011	Yes			

the number of Fairtrade certified items and/or lines bought for sale in campus commercial outlets over the last two years.							
Within the last year the partnership has peer-reviewed another Fairtrade University or College partnership.	Zoom call with other Unis to peer review and talk about the award		RC004				Complete & uploaded
The partnership has identified positive outcomes for the institution through its Fairtrade work	For outcomes relating to the institution, this could include: improved student experience, improved student satisfaction, improved employability of students, improved retention of students, improved reputation, helping with widening participation etc.		OT003				